

TABLE S8-55

Number of registered USPTO and EUIPO trademarks in the business sector of leisure and education, by region, country, or economy: 1998–2018

(Number)

Region, country, or economy	1998		1999		2000		2001		2002		2003		2004		2005		2006		2007		2008		2009		2010		2011		2012		2013		2014		2015		2016		2017		2018	
	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO	USPTO	EUIPO		
China	80	12	76	33	114	21	125	30	158	41	163	44	141	54	141	74	185	80	215	112	261	143	183	146	195	170	266	161	300	191	271	194	325	243	448	327	1,143	580	2,449	883	3,861	1,146
India	2	0	3	2	4	3	5	10	10	3	10	4	9	4	13	6	15	7	12	9	18	13	13	22	25	23	35	20	24	12	29	21	21	21	45	19	44	26	53	24	51	27
Japan	185	94	152	120	118	113	196	153	252	254	263	441	278	243	268	259	268	206	317	222	361	252	256	348	258	362	242	239	268	260	368	271	325	230	362	256	345	297	321	303	337	269
Malaysia	0	0	1	1	2	5	4	3	1	3	1	1	2	5	0	4	1	2	2	3	5	1	3	7	8	5	7	6	3	5	8	6	3	8	3	7	6	9	4	15	8	
Singapore	4	7	5	15	7	7	8	8	12	6	4	6	9	8	15	21	14	12	31	20	23	20	19	22	41	18	37	16	47	40	46	21	33	23	42	18	43	45	54	28	58	35
South Korea	21	8	24	3	34	9	31	9	29	4	20	5	28	7	27	16	35	17	70	18	89	28	68	39	67	24	66	48	89	43	80	55	102	75	111	51	140	83	138	87	185	78
Taiwan	54	10	35	21	56	22	47	23	65	22	61	17	52	26	56	35	67	31	80	27	86	31	71	46	68	43	56	48	58	39	69	47	77	35	72	54	75	35	64	52	80	46
All others	2	1	3	1	7	8	9	5	10	8	16	6	6	6	11	7	22	17	20	7	17	11	18	18	11	26	17	8	17	11	22	14	29	17	33	12	27	7	35	6	46	21
Middle East	9	7	11	9	13	12	14	10	13	15	8	18	22	11	25	36	24	26	36	43	34	54	51	66	48	56	47	52	71	33	84	62	75	70	120	62	105	75	128	74	215	80
Israel	8	5	9	8	12	11	10	7	10	10	7	12	15	8	17	20	18	19	31	22	23	19	31	22	29	23	22	23	51	13	63	26	57	29	95	30	74	32	106	36	180	35
All others	2	2	2	1	1	1	4	2	3	5	2	6	7	4	8	16	6	7	5	21	11	35	21	44	19	34	24	29	20	20	21	36	19	41	26	32	32	43	22	39	35	45
Africa	7	5	3	5	12	4	23	8	14	5	15	11	18	8	9	21	20	15	8	10	22	22	28	21	21	26	40	29	23	30	25	39	43	23	46	25	32	22	41	30	39	22
South Africa	4	3	3	4	5	3	10	4	8	4	8	9	9	6	3	16	10	10	6	6	10	14	9	11	10	13	9	9	8	13	12	20	11	8	7	8	8	11	11	16	13	5
All others	3	2	0	1	7	1	13	4	6	1	6	2	9	2	5	5	10	5	3	4	12	9	19	10	11	14	31	19	15	17	13	19	32	15	39	18	24	10	31	14	26	17
Australia and Oceania	49	13	51	40	62	52	81	38	112	48	102	27	103	42	103	54	144	60	183	107	230	92	222	133	189	121	196	129	238	130	256	119	301	107	331	109	359	215	432	211	486	216
Australia	47	11	36	32	50	43	69	32	97	41	89	24	83	33	82	41	123	41	155	91	204	81	196	110	165	101	172	114	203	117	236	104	271	88	287	92	313	188	393	181	441	197
New Zealand	2	2	14	8	11	8	12	5	14	6	11	2	17	7	19	12	20	16	27	13	24	9	24	21	22	18	23	14	32	13	16	12	28	17	41	15	42	26	37	27	41	19
All others	0	0	0	0	0	1	0	1	2	1	1	0	2	3	1	1	1	2	1	2	1	2	2	2	1	2	1	0	2	0	4	2	3	1	3	2	4	1	2	3	4	1
Unclassified	67	143	85	239	126	220	114	218	145	107	138	68	96	57	89	54	80	33	66	26	69	13	49	14	41	30	40	23	33	19	38	37	35	18	31	26	45	40	56	36	147	27

USPTO = U.S. Patent and Trademark Office; EUIPO = European Union Intellectual Property Office; EU = European Union.

Note(s)

Trademarks are allocated according to holder information. Trademarks are fractionally allocated among regions, countries, or economies based on the proportion of residences of all named holders. The EU includes 28 member countries. China includes Hong Kong. Trademarks are classified under the 11th edition of the Nice classification of goods and services, which classifies trademarks under 34 categories of goods and 11 categories of services. Fractional counts of trademarks were assigned to each category to assign the proper weight of a trademark to the corresponding category under the classification. These counts are then grouped under 10 industry sectors following a mapping defined by Edital.

Source(s)

National Center for Science and Engineering Statistics, National Science Foundation; Science-Metrix; USPTO trademark data hosted by Reed Tech (LexisNexis), accessed April 2019; EUIPO trademark data, accessed April 2019.